

Channel Co-op Advertising Program
Trademark & Logo Usage Guidelines



intel®

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Introduction

Introduction

Introduction

This document outlines the proper usage of Intel trademarks and logos.

The Intel Inside® Celeron™ Processor, Intel Inside® Pentium® II Processor, Intel Inside® Pentium Processor with MMX™ Technology, Intel Inside® Pentium® Pro Processor, and Intel Inside® Pentium® Processor Logos (referred to collectively as the “Intel Inside® Logos”) may be used only by Licensees that have signed the appropriate trademark license.

The Intel Inside® Logos may be used only in conjunction with the display, advertising or promotion of products that contain the corresponding Intel Processor, and only as specifically and expressly authorized in your trademark license agreement. Licensees must include an acknowledgment in all advertising and promotions to identify the logo as a trademark of Intel Corporation.

Important Note:

Not all Licensees are permitted to use all Intel Inside® Logos in all of the ways discussed in this document. Indeed, some Licensees are prohibited from using any Intel Inside® Logo in advertising or promotional materials. Refer to your trademark license agreement with Intel to determine which specific uses you are licensed to make. All uses must comply with your trademark license agreement.

Advertising Standard

All advertisements and promotions that incorporate the Intel Inside® Logos and the placement and programming context in which they appear must comply with high standards of good taste, as determined by Intel. The overall advertisement must promote the Intel brand ingredients in a positive manner.

Multiple Qualifying Licensee Product Advertisements

For ads that feature multiple Qualifying Licensee Products, Licensees must use the Intel Inside® Logo that most accurately represents the majority of systems in the ad without implying that all products contain a more advanced processor. If any computer products are not Qualifying Licensee Products, then the Intel Inside® Logos may not be used at all.

Trademarks and Brands

Trademarks

Trademark Usage

Intel's Philosophy on Trademarks and Brands

Intel's trademarks and brands are intellectual property and are valuable assets of Intel Corporation. Their value is often dependent upon their consistent proper usage and reference. Everyone, whether Intel employees, consultants, outside vendors or third parties, who is involved in developing communications is responsible for using Intel's trademarks and brands properly in internal and external documents and electronic messages.

The Trademark Golden Rules

1. ALWAYS use a trademark as an adjective, accompanied by an APPROPRIATE noun. The integrity of a trademark requires that you do not join a trademark to other words, symbols, or numbers, either as one word or with a hyphen; do not abbreviate a trademark; and do not pluralize a trademark.
2. ALWAYS use the proper spelling and the proper trademark symbol when needed in superscript or subscript. If superscript or subscript mode is not available, use parentheses: (TM), (SM) or (R).
3. ALWAYS use trademarks and brand names in the ways they were intended to be used. Trademarks and brand names exist to identify the source of specific products as determined by the owner and they should not be used otherwise.

Trademark Symbols and Ownership Acknowledgments

The use of Intel's trademarks and brands consistently in a proper manner is critical to an effective trademark program. The following are guidelines for the use of trademark symbols and acknowledgments for Intel's trademarks:

Trademark Symbols in Documents

- Letters, memos, press releases, white papers, advertising, slides, foils, video and other multimedia presentations:
 - Properly designate (with ®, SM or TM) all of Intel’s trademarks at the most prominent use, (usually a headline), and again on first occurrence in copy. In the case of presentation graphics, trademarks should be designated with the proper trademark symbol on each page, slide, and foil.
- Newsletters, magazines and publications containing multiple articles:
 - Properly designate (with ®, SM or TM) all of Intel’s trademarks on the first occurrence in the Table of Contents, in headlines and on the first occurrence in EVERY article in which they are used.
- Brochures, annual/quarterly reports, books, technical documentation and other bound documents:
 - Properly designate (with ®, SM or TM) all of Intel’s trademarks on the first occurrence in the Table of Contents, in headlines, and on the first occurrence in text.
- There is no need to repeat trademark symbols in captions of bound documents.
- Properly designate trademarks (with ®, SM or TM) in all charts or graphs, as they could be copied or pulled and used independently.

Trademark Symbols in Taglines

- Taglines might include Intel slogans; e.g., “The Computer Inside.TM”
- Trademarks used in taglines should ALWAYS have the correct trademark symbol in every usage.
- A tagline should be reproduced exactly each time when used; e.g., capitalization, punctuation, use of trademark symbols.

Trademarks

Trademark Usage

Acknowledgments in Documents Created by You

- Properly footnote and acknowledge trademark ownership, preferably identifying Intel marks as being owned by Intel Corporation such as, “XYZ is a [registered] trademark of Intel Corporation” or “XYZ is a registered trademark of Intel Corporation in the U.S. and other countries.”
Note: Trademarks and logos licensed by Intel to you may have specific contractual acknowledgment requirements or other restrictions. Check the terms and conditions of your trademark license.

- At the very least, Intel’s trademarks should be footnoted as “Designated trademarks and brands are the property of their respective owners,” or another general acknowledgment line.

Trademarks

- Comply with the Intel Trademark Golden Rules (see above).
- Properly footnote and attribute Intel’s trademark ownership to Intel Corporation.
- Intel’s trademarks or parts of Intel’s trademarks may not be incorporated into the name of another company’s name, product or service.

International Communications

- The Trademark Golden Rules apply worldwide. The trademark symbol to be used with each of Intel’s trademarks is designated next to each trademark in the Intel Trademark List and should be used consistently worldwide.
- If you are interested in information regarding other language versions of these guidelines, please contact the local Trademarks and Brands representative for your region.

For further information contact Intel’s Trademarks and Brands Group at:

| | | |
|-------------|-------------------------|------------------------|
| U.S./CANADA | Tel. 408.765.1805 | Fax 408.765.6071 |
| APAC/JAPAN | Tel. 011.852.2844.4610 | Fax 011.852.2844.4466 |
| EUROPE | Tel. 011.44.1793.403571 | Fax 011.44.1793.422195 |

Trademarks

Trademark Usage (cont'd)

Intel Trademarks List

Use the Intel trademarks followed by the appropriate nouns listed in this document.

This list is continuously updated with new trademark information. If you have questions, please call the Trademarks and Brands group at one of the numbers provided below.

This list is applicable on a worldwide basis, with some exceptions in Japan. The exceptions in Japan deal with use of the “TM” and “circle R” symbols, and, where applicable, you will see a notation following the affected trademark that reads: “use ‘TM’ in Japan.” This exception is applicable only when material is created in and for use in Japan.

The list of marks below represent the English (Roman alphabet) version. For

translations of marks; e.g., Katakana, please contact Intel’s Trademarks and Brands Group directly. To assist you in properly using the trademarks, we have included a list of appropriate nouns to be used with the trademarks. All such nouns should be in lower case except where accepted capitalization rules dictate otherwise; e.g., document titles, or as represented on the list below.

Please note that superscript text for the “TM”, “SM” and “circle R” symbols should be used with the trademark. In cases where superscript is not available (as in electronic mail) use a parenthesis (TM), (SM) or (R) following the trademark. Trademarks associated with multiple model numbers can have such model number appear after the mark and before the appropriate noun or product name. The appropriate trademark symbol

(“TM”, “SM” or “circle R”) should always follow the mark and be positioned before the model number. For example, MCS® 251 microcontroller(s) and StorageExpress™ II system(s).

Use and Acknowledgment of Intel trademarks by third parties: Fair use of Intel’s word marks in advertising and promotion of Intel products requires proper acknowledgment, preferably identifying Intel marks as being owned by Intel Corporation such as, “XYZ is a [registered] trademark of Intel Corporation in the United States and other countries.” Third-party use of the Intel trademarks may also be governed by a separate, licensing agreement from Intel. In such case, the agreement’s terms and conditions should be referenced to determine proper use of Intel trademarks.

For further information contact Intel’s Trademarks and Brands Group at:

| | | |
|-------------|-------------------------|------------------------|
| U.S./CANADA | Tel. 408.765.1805 | Fax 408.765.6071 |
| APAC/JAPAN | Tel. 011.852.2844.4610 | Fax 011.852.2844.4466 |
| EUROPE | Tel. 011.44.1793.403571 | Fax 011.44.1793.422195 |

Intel Trademarks and Approved Nouns List

AlertVIEW®

– see LANDesk® Family Marks below

BunnyPeople™

beanbag
character(s)
dancer(s)
doll(s)

CablePort™

broadband system
cable data delivery system
cable modem
installation software

Celeron™

brand
logo
mark
microprocessor(s)
name
processor(s)
trademark

Connection Advisor™

application
code
core
software

EtherExpress™

– see Family Marks below

ETOX™

flash memory
flash technology
process technology
technology

ExCA™

card(s)
communication card(s)
logo
standard

FlashFile™

chip(s)
component(s)
memory
subsystem(s)

i386™, i486™,

Intel386™, Intel486™

chip(s)
CPU(s)
embedded processor(s)
microprocessor(s)
processor(s)

i960®

chip(s)
component(s)
core(s)
CPU(s)
I/O Processor
microprocessor(s)
processor(s)

iCOMP®

formula
index
journal/report
performance index
rating(s)

IA-64™

architecture
platforms(s)
processor(s)
system(s)

Indeo®

audio
brand
format
logo
media kit
software
technology
video

Insight960®

newsletter

Instant IP™

configuration
setup
technology

IntelDX2™

chip(s)
microprocessor(s)
processor(s)
(DO NOT USE “CPU”)

IntelDX4™

chip(s)
microprocessor(s)
processor(s)
(DO NOT USE “CPU”)

IntelSX2™

chip(s)
microprocessor(s)
processor(s)
(DO NOT USE “CPU”)

Intel AnswerExpress™

application
PC service
PC support
service
software
support
Support Suite

Intel Create & Share™

camera pack
software
software suite

Intel InBusiness™

4-Port Fast Hub
5-Port Hub
8-Port Fast Hub
8-Port Hub
8-Port Switch
fast hub(s)
hub(s)
Internet Station
network products
networking products
product line
products
small business networking products
switch(es)

Intel Inside® (use “TM” in Japan)

brand
logo
program
microprocessor(s)
symbol

Intel StrataFlash™

chip(s)
components(s)
high density memory
memory(ies)
multi-bit memory drives
subsystem

InterCast™

application(s)
broadcast
broadcasting (when used as a noun)
channel
content
hardware
Industry Group
logo
medium

Trademarks

Intel Trademarks and Approved Nouns List

| | | |
|--|--|--|
| <ul style="list-style-type: none"> program programming (when used as a noun) signal software system(s) technology(ies) Video Capture Card viewer | <ul style="list-style-type: none"> OverDrive® <ul style="list-style-type: none"> brand logo microprocessor(s) processor(s) socket(s) voltage regulator module (VRM) | <ul style="list-style-type: none"> network adapter(s) server(s) software system(s) |
| <ul style="list-style-type: none"> iPSC® <ul style="list-style-type: none"> computer(s) supercomputer(s) system(s) | <ul style="list-style-type: none"> Paragon™ <ul style="list-style-type: none"> computer(s) supercomputer(s) system(s) | <ul style="list-style-type: none"> SmartDie® (use “TM” in Japan) <ul style="list-style-type: none"> capability component(s) graphic identity product(s) program technology |
| <ul style="list-style-type: none"> LANDesk® <ul style="list-style-type: none"> – see Family Marks below | <ul style="list-style-type: none"> PC DADS™ <ul style="list-style-type: none"> education program program technology literacy program | <ul style="list-style-type: none"> Solutions960® <ul style="list-style-type: none"> catalog magazine program publication |
| <ul style="list-style-type: none"> MCS® <ul style="list-style-type: none"> (48, 51, 96, 151, 251 are model numbers) controller(s) hardware microcontroller(s) tools | <ul style="list-style-type: none"> Pentium® <ul style="list-style-type: none"> brand chip(s) logo microprocessor(s) processor(s) (DO NOT USE “CPU”) | <ul style="list-style-type: none"> StorageExpress™ <ul style="list-style-type: none"> Central Console control unit File Tracker hard disk hardware peripheral unit Reporter server software system(s) tape |
| <ul style="list-style-type: none"> Mediadome™ <ul style="list-style-type: none"> web site | <ul style="list-style-type: none"> Pentium® II <ul style="list-style-type: none"> brand logo microprocessor(s) processor(s) | <ul style="list-style-type: none"> SureStack™ <ul style="list-style-type: none"> connection design feature locking connector(s) |
| <ul style="list-style-type: none"> MMX™ (use “®” in Japan) <ul style="list-style-type: none"> brand instructions logo media enhancement technology technology | <ul style="list-style-type: none"> Pentium® Pro <ul style="list-style-type: none"> brand chip(s) logo microprocessor(s) processor(s) (DO NOT USE “CPU”) | <ul style="list-style-type: none"> TeamStation™ <ul style="list-style-type: none"> conference room PC PC audio system software system video conference system |
| <ul style="list-style-type: none"> NetPort® <ul style="list-style-type: none"> application server(s) domain hardware manager print server(s) server(s) software | <ul style="list-style-type: none"> Pentium® OverDrive® <ul style="list-style-type: none"> brand logo processor(s) (DO NOT USE “CPU”) | <ul style="list-style-type: none"> The Computer Inside.™ <ul style="list-style-type: none"> (a promotional slogan; no noun required.) |
| <ul style="list-style-type: none"> NetportExpress™ <ul style="list-style-type: none"> application server(s) manager network port port monitor print server(s) PRO PRO/10 PRO/100 server(s) software | <ul style="list-style-type: none"> Performance at Your Command™ <ul style="list-style-type: none"> (a promotional slogan; no noun required.) | <ul style="list-style-type: none"> TokenExpress™ <ul style="list-style-type: none"> adapter(s) board(s) card(s) LAN adapter(s) network adapter(s) PRO adapter(s) PRO LAN adapter(s) |
| | <ul style="list-style-type: none"> ProShare® (use “TM” in Japan) <ul style="list-style-type: none"> – see Family Marks below | |
| | <ul style="list-style-type: none"> RemoteExpress™ <ul style="list-style-type: none"> adapter(s) board(s) bridge(s) card(s) ISDN LAN adapter(s) | |

Intel Trademarks and Approved Nouns List

Family Marks

The trademarks listed below are family marks. There are two types of nouns which can be used with a family mark: general (nonspecific) and actual product names. (Please note that actual product names must have initial caps.)

General:

EtherExpress™

adapter(s)
board(s)
card(s)
LAN adapter(s)
network adapter(s)
subsystem

LANDesk®

agent
application(s)
brand
control panel
core services
display(s)
icon(s)
management console
management database
management domain
product(s)
software
solution
system(s)
technology(ies)
tools
window(s)

Product Names:

EtherExpress™

PRO
PRO/10
PRO/100
PRO/100 Server Adapter
PRO/100 Smart Adapter
PRO LAN

LANDesk®

Alert Management System
Client Manager

Client Suite
Cluster Manager
Command Server
Conferencing
Conferencing Manager
Event Handler
Express
Management Group
Management Suite
Management System
Manager
Network Manager
Open View for Windows
Response
Server Control
Server Manager
Server Monitor Module
Server Suite
Service Agent
SNMP Gateway
SNMP Manager
Support Center
Traffic Analyst
Virus Protect
Workgroup Manager

LANDesk® AlertVIEW®

Application Manager
Agent+
Enabler++

General:

ProShare® (use “TM” in Japan)

application(s)
board(s)
brand
camera(s)
conference(s)
conferencing
conferencing software
headset(s)
icon(s)
logo
meeting(s)
menu
product(s)
software

system(s)
technology(ies)
video

Product Names:

ProShare® (use “TM” in Japan)

Conference Manager
Conferencing Premier Software
Conferencing Presenter
Conferencing Software
Conferencing Video System
Developers Kit
Developers Program
ISDN Update Kit
Premier
Presenter
Video Conferencing System

for cc:Mail*
for Lotus Notes*
for OS/2* File Servers

for 10 users
for 100 users
for 1000 users

Note: “Trademark”, “mark”, and “name” are always appropriate nouns to follow any Intel trademark.

System Naming Guidelines

Names or model designations of Licensee's Computer Products, should never incorporate Intel trademarks, brands, or code names, or names confusingly similar to Intel trademarks. For example, the Licensee's Computer Product names must not contain the following:

- An Intel trademark or parts of trademarks, e.g. "MX"
- Terms such as "586", "686" and/or "_86"
- Any reference to an Intel engineering code name
- Names such as "Pentium", "Seleron", etc.
- "P2" alone or adjacent to any other letter(s) or number(s) (e.g. P2300, P2M, P-2)
- Roman numeral "II" (e.g. II, II, GII, Desktop II)

***Note:** The Licensee may not place on the CCAP Product Listing a system with a third party's name, logo, trademark or brand. These guidelines apply to all products not just those on the CCAP Product Listing.*

Print Logo Usage

Print Logo Usage

Logo Size

- The size of the CCAP Logo is measured by the width of the “swirl” from outer edge to outer edge.
- The minimum width of the CCAP Logo is 5/8 inch (1.59 cm). You can also use larger logos.

Logo Position

- To position the CCAP Logo correctly, use the lower-case “l” in the word “Intel” as a vertical guideline; the right side of the “l” should always be vertical and the “@” should always be level with the top of the “l.” The processor name should be the horizontal guide.

Logo Color

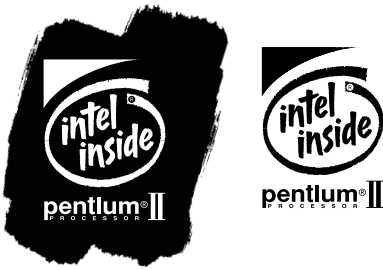
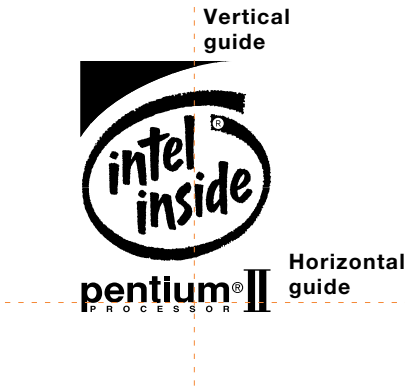
The CCAP Logo may be reproduced in black or reversed to white on a high-contrast, unpatterned background color.

The following examples illustrate the acceptable color combinations:

Minimum width



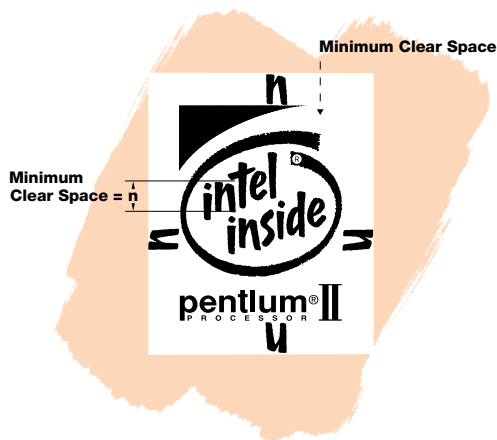
Logo position



Print Logo Usage

Clear Space

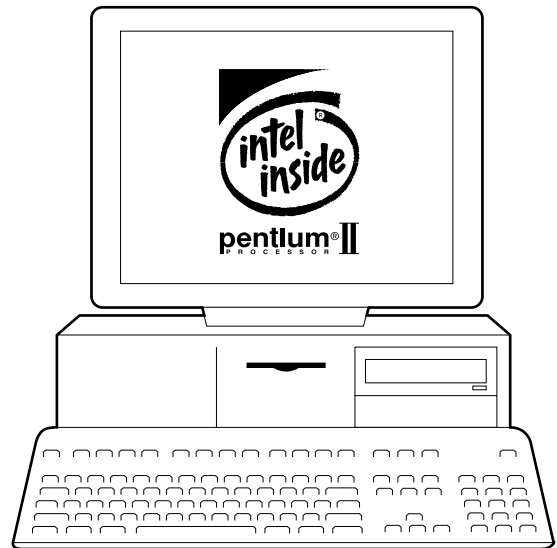
- The area surrounding the CCAP Logo should be even, unpatterned and free from typography, illustration or other graphic elements. At a minimum, this clear space must be equal to the height of the “n” in “Intel” in the Logo (the “Minimum Clear Space”).



Print Logo Usage

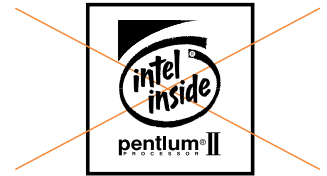
Background

- The CCAP Logo can be placed on a screened or colored background as long as the Logo is clearly visible and the background is of high contrast.
- The CCAP Logo can be used as a visual on a computer screen.

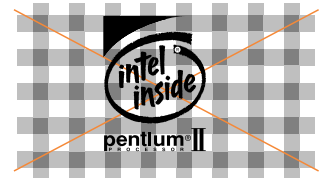


Incorrect Logo Usage

- DO NOT position the CCAP Logo within a contained space unless the contained space is on a computer screen.



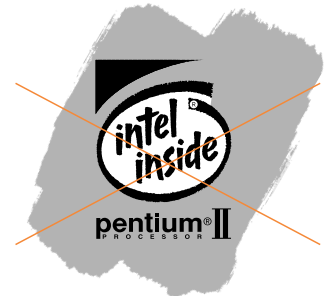
- DO NOT place the CCAP Logo on a patterned background.



- DO NOT add graphic elements to the CCAP Logo.



- DO NOT make the interior of the swirl a different color when the CCAP Logo is placed on a colored background.



- DO NOT separate parts of the CCAP Logo in any way.



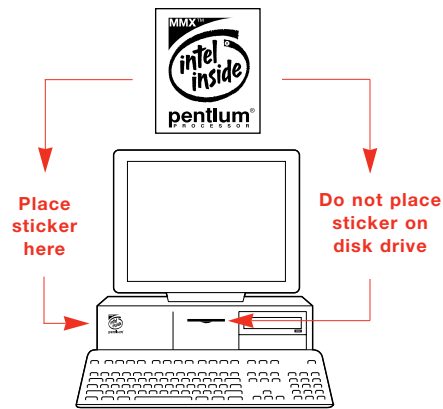
System and Carton Labeling

Labeling

System Labeling

For all Qualifying Intel Processors (as defined by your Trademark License Agreement), the corresponding Intel Inside® Logo label must be placed on the system unit described below.

- System labels of the Intel Inside® Logo must be affixed to all Qualifying Licensee Products (as defined by your trademark license agreement) and should be clearly visible.
- The Licensee must select the appropriate color system label to attain high contrast.



Desktop Example

- System labels will be provided in quantities that match actual processor purchases. They may not be produced or reproduced by Licensees for any reason.

Desktops/Towers/Network Computers

- The system label must be placed on the front panel of the computer. The preferred placement is the upper half of the computer (see illustration).

- Do not place the system label on the monitor, keyboard, disk drive or any other peripheral component. Do not place the system label where it is not in view while the system is in use.
- For systems with sliding panels, the label must be on the outermost panel when panels are overlapped.
- The system label dimensions are as follows:

| | |
|---|---|
| Intel Inside® Celeron™ Logo | Size: 5/8 inch logo (1.59 cm) Label: 0.9418 inches x 0.75 inches (23.9227 mm x 19.05 mm). |
| Intel Inside® Pentium® II Processor Logo and Intel Inside® Pentium® Processor with MMX™ Technology Logo | Size: 5/8 inch logo (1.59 cm) Label: 0.925 inches x 0.748 inches (23.5 mm x 19 mm). |
| Intel Inside® Pentium® Pro Processor Logo | Size: 3/4 inch logo (1.9 cm) Label: 0.9 inches x 1.04 inches (22.86 mm x 26.416 mm). |
| Intel Inside® Pentium® Processor Logo | Size: 5/8 inch logo (1.59 cm) Label: 0.6875 inches x 0.8125 inches (17.462 mm x 20.637 mm). |

System Labeling

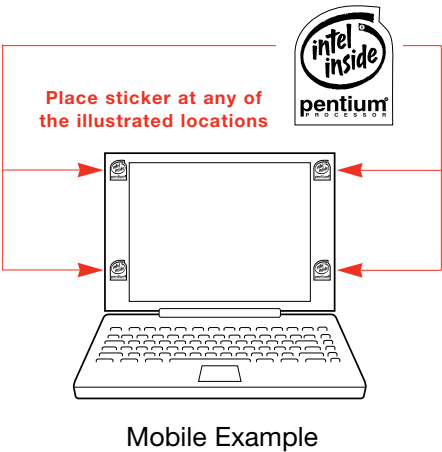
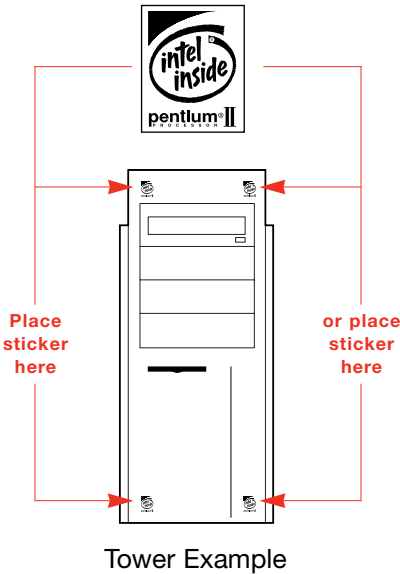
Mobile Systems

- The mobile system dimensions are as follows:

■ The system label must be placed on the inside bezel when the computer is open.
- The system label must not be placed on the bottom or sides of the computer.

| | | |
|---|--------|---|
| Intel Inside® Pentium® II Processor | Size: | 1/2 inch logo (1.27 cm) |
| and Intel Inside® Pentium® Processor with MMX™ Technology Logos | Label: | 0.786 inches x 0.636 inches (19.97 mm x 16.15 mm) |

See desktop system labels for other processors



Labeling

Carton Labeling

Carton Labeling

The appropriate Intel Inside® Logo must be placed on all product shipping cartons for Qualifying Licensee Products. The Intel Inside® Logo can be applied as a carton label which Intel will provide or the logo may be printed on the carton by the Licensee using artwork provided by Intel.

- The carton label dimensions are as follows:

Printing Logo on Shipping Carton

- The minimum size requirement for printing the logo on a carton is 2.5 inches (6.35 cm).
- All other print guidelines must be followed. (See Print Logo Usage section)

Logo Placement

- The Intel Inside® Logo should be placed on the top or any side of the shipping carton.
- The Intel Inside® Logo should never be placed on the bottom of the shipping carton.
- The Intel Inside® Logo should never be obstructed by any other sticker or shipping tape.

Intel Inside® Celeron™ Logo

Label: 3.85 inches x 3.1 inches

Intel Inside® Pentium® II Processor Logo and Intel Inside® Pentium® Processor with MMX™ Technology Logo:

Label: 3.802 inches x 3.07 inches
(9.65 cm x 7.79 cm)

Intel Inside® Pentium® Pro Processor Logo

Label: 3.93 inches x 4.59 inches
(99.82 mm x 116.586 mm)

Intel Inside® Pentium® Processor Logo

Label: (Large) 3.875 inches
x 4.937 inches
(98.425 mm x 125.399 mm)
Label: (Notebook) 2.0 inches
x 2.375 inches
(50.8 mm x 60.325 mm)

